



# NEWS RELEASE

Agency Contact: Andy Marken  
Marken Communications, Inc.  
(408) 738-1115 - office  
(408) 732-9589 - home

Client Contact: Mike Morand  
(408) 745-2000

## PRODUCT LINE BACKGROUNDER

### ATARI® COMPUTER SYSTEMS PROVIDE RANGE OF FEATURES, OPTIONS

LAS VEGAS, NV (November, 1989) -- Atari Computer is one of the fastest growing small system manufacturers in the world. The computer division helped push Atari Corporation over the \$452-million mark last year and, with the introduction of several exciting new products this year, sales have continued to soar.

The company is making its mark in the personal computer market by providing small- to medium-sized businesses, as well as departmental and home office users, with complete system solutions that feature "performance without the price."

Atari Computer products are sold in nearly every country in the world and the company is the leading small systems manufacturer in niche markets such as the music industry, where they were the first personal computer manufacturer to include MIDI ports as standard system features.

From the Portfolio™, the world's first palmtop computer; to the TT™, a high-powered 68030 desktop computer, Atari Computer has developed superior price/performance systems for users at every level.

. . .more



## ATARI PRODUCT LINE BACKGROUNDER (cont.)

### PRODUCT LINE

Atari Computer provides users with more choices than any other personal computer manufacturer. The company has developed systems with a range of capabilities based on both the Motorola and Intel family microprocessors.

#### 68000 Systems

**520ST<sup>FM</sup>** -- Perfect for the hobbyist, home and game user, the 520ST<sup>FM</sup> includes a half-megabyte CPU with a built-in 720K double-sided, double-density floppy disk drive. The 520ST<sup>FM</sup> has a speed of 8 MHz and includes ports for a mouse, MIDI, joystick and hard disk as standard. The system can be configured with either a color or a high-resolution monochrome monitor. The 520ST<sup>FM</sup> has a suggested retail price of \$599.95.

**1040ST<sup>TM</sup>** -- The award-winning 1040ST includes an 8.0-MHz system speed; a built-in 720K double-sided, double-density floppy disk drive and a full megabyte of memory. MIDI, mouse, joystick and hard disk ports are standard. The ST is the ideal system for the small business or home user that needs expanded memory and processing power. The ST is especially popular in MIDI applications where it is being used in music labs, as well as by semi-professional and professional musicians for a complete range of MIDI functions. There are hundreds of MIDI, desktop publishing, business, educational and other software packages available for the system. The 1040ST can be configured with either a color monitor or a high-resolution monochrome monitor and retails for \$799.95.

**1040ST<sup>E</sup>** -- For users looking for increased sound and graphics capabilities, Atari Computer offers the 1040ST<sup>E</sup>, an enhanced configuration of the

. . .more



## ATARI PRODUCT LINE BACKGROUNDER (cont.)

1040ST. In addition to the standard 1040ST features such as an 8.0-MHz system speed and a full megabyte of memory, the 1040ST<sup>E</sup> offers an extended palette of 4,096 colors. For desktop publishers or game enthusiasts, the 1040ST<sup>E</sup> hardware supports horizontal and vertical scrolling. The system also offers Stereo 8-bit PCM sound, as well as light gun, paddle and additional joystick ports. The 1040ST<sup>E</sup> offers the latest version of TOS and will be available in the first quarter of 1990.

**TT™** -- The Atari Computer TT is a true 32-bit processor that maximizes the speed and power of the 68030 microprocessor running at 16 MHz. The system includes 2 MB RAM standard (expandable to 8 MB) and is compatible with Atari's product line. Emulators are available which allow the system to use today's most popular CAD, engineering and graphics packages running under other operating environments. The TT offers six graphics modes and a floating point option. SCSI, serial and parallel ports are standard. The TT offers the fast processing speeds and the power required for today's sophisticated applications. The TT will be available first quarter, 1990.

**MEGA 2™ and MEGA 4™ Personal Computers** -- Available with 2 MB or 4 MB of main memory, the MEGAs have 68000 microprocessors with 8.0-MHz system clocks. A 3.5-inch disk drive, mouse and keyboard are included. The MEGAs also have a custom graphics accelerator chip to speed graphics handling, as well as mouse, parallel, cartridge, DMA, serial and MIDI ports. A hard drive is optional.

Developed for the small business or departmental user who requires expanded processing power, the MEGAs can be configured with an RGB color monitor or a monochrome monitor. The MEGA systems have been especially popular in the

. . .more



## **ATARI PRODUCT LINE BACKGROUNDER (cont.)**

graphics markets, including CAD, desktop publishing and animation. However, there are also a number of powerful business and MIDI application packages available for the systems. The MEGA 2 has a suggested retail price of \$1,499.95. The MEGA 4 retails for \$2,199.95.

**Stacy™ Laptop** -- A truly portable version of Atari Computer's 1040ST, the Stacy laptop is MEGA- and ST-compatible. In fact, any software package that will run on the ST system can be used on the Stacy. Featuring 1 MB of standard memory (expandable to 4 MB) and an 8.0-MHz system clock, the Stacy also includes a 3.5-inch floppy disk drive. A second floppy and a hard drive are optional. The 15-pound unit includes a high-resolution, back-lit LCD display, but can be used with any of Atari Computer's monochrome or color monitors. An integrated trak-ball™ replaces a mouse. MIDI, parallel, RS232C and game controller ports are standard. The Stacy includes a 94-key type-writer format keyboard with 10 function keys. The system can be powered by twelve "C" batteries. A DC input jack, for use with an external source, is also available. Ideal for the busy executive or student who requires an economical, portable system that can also be used as a desktop system, the Stacy is even powerful enough to run desktop publishing, CAD and other graphics packages. The Stacy laptop has a suggested retail price of \$1,495.00. The system is also available with a 20-MB hard drive for \$1,995.00.

### **MS-DOS® Systems**

**ABC286/30™** -- The Atari Business Computer includes 640K RAM (expandable to 4 MB), a single 1.44-MB 3.5-inch floppy and a 30-MB hard drive. The fully PC/AT®-compatible personal computer is based on the Intel 80286 microprocessor running at 8.0 MHz. An AT-protocol keyboard jack, an RS232 serial port, a

. . .more



## **ATARI PRODUCT LINE BACKGROUNDER (cont.)**

parallel port, a digital video port, an internal floppy disk connector (for up to two floppy disk drives) and an internal hard disk connector (for one or two drives) are standard. The system also boasts three AT expansion slots and an optional math co-processor. The MS-DOS 3.3 operating system, Windows/286™ and Windows Write™, Paint™, Cardfile™ and Calculator™ are also included (with documentation). The ABC286/30 supports MDA, Hercules™, CGA and EGA graphics without any additional expansion cards. The ABC286/30 will be available in the first quarter of 1990.

**PC4-X™** -- This AT-compatible system integrates the capabilities of the 80286 microprocessor with an 16-MHz system clock. Designed for users with expanded processing requirements, the PC4-X includes a 1.2-MB 5.25-inch floppy drive and an optional 60-MB hard drive. The system is also equipped with 1 MB of onboard RAM, which is expandable to 8 MB. The PC4-X is bundled with Windows/286 version 2.1, Windows Paint, Windows Write and the Atari PVGA utility. It also includes MS-DOS version 3.3, as well as GW-BASIC® version 3.2 and documentation. The PC4-X features one PC/XT® and five PC/AT-compatible expansion slots, a serial, a mouse and parallel ports, as well as a socket for an 80287 math co-processor. The PC4-X will be available in the first quarter of 1990.

**Portfolio™ Palmtop** -- Designed around the energy efficient 80C88 microprocessor, the Portfolio is the world's first personal computer that uses MS-DOS-compatible commands. The one-pound system, which is about the size of a VCR tape, is small enough to slip into a coat pocket, yet powerful enough to meet the needs of today's busy executive and information user. The 4.92-MHz system has 128K RAM as standard (expandable to 640K). Solid-state 32K 64K and

. . .more



## **ATARI PRODUCT LINE BACKGROUNDER (cont.)**

128K RAM cards, that are the size of credit cards, replace a floppy drive and diskettes. The Portfolio includes a 63-key IBM PC® software-compatible keyboard and offers an LCD display with a 40-column by 8-line character mode and 240 x 64 pixel graphics mode. Three standard "AA" batteries will power the system for over one month. Users may add an optional Parallel Interface for printer and PC file transfer or a Serial Interface for printers and other RS232-C devices. The system also includes an internal Lotus 1-2-3® file-compatible spreadsheet, a text editor, calculator, personal appointment calendar, address book and phone directory. The Portfolio provides the portability that most laptops promised but never really provided. The palmtop system has a suggested retail price of \$399.95, and is being delivered now.

### **Accessories/Peripherals**

As part of its focused effort to provide "complete system solutions," Atari Computer also manufactures and markets a full line of economical, feature-intensive peripherals and accessories.

**SLM804™ Laser Printer** -- This PostScript®-compatible laser printer has a non-impact electrophotographic semiconductor laser with a scanning beam. With a printing speed of eight pages per minute, even lengthy, complex pages can be produced quickly. In addition, with 300 dots per inch (dpi) resolution, pictures, designs, graphics and other images are clean, crisp and accurate. The SLM804 PostScript-compatible laser printer retails for \$1,495.00.

**Monitors** -- Atari Computer's 12-inch monitors deliver video displays for all applications. The SC1224™ RGB analog monitor displays the ST's 512 colors

. . .more



## ATARI PRODUCT LINE BACKGROUNDER (cont.)

for art and design applications. The SM124™ high-resolution monochrome monitor offers state-of-the-art crisp, clear displays for word processing. The SC1224 color monitor has a suggested list price of \$399.95 and the SM124 monochrome monitor has a suggested list price of \$199.95.

**Disk Drives** -- The Megafile hard disk drives have 2 DMA ports, allowing daisy chaining of several DMA devices. Suggested prices for Atari Computer's hard disk drives are: Megafile 30™, \$699.95; Megafile 60™ \$999.95.

**Modem** -- The SX212 Modem™ may be set at either 300 baud or 1200 baud. It also has autodial and autoanswer. Suggested list price is \$99.95.

### Service and Support

To ensure that their customers receive the service and support that they require, Atari Computer has developed a strong, national dealer base of Atari Authorized Dealers. Atari Computer also boasts one of the most comprehensive leasing programs available.

For more information on Atari Computer or any of their personal computer systems, contact Mike Morand, president, Atari Computer, 1196 Borregas Ave, Sunnyvale, California 94088, (408) 745-2000.

# # #

Atari is a registered trademark and 1040ST, Portfolio, 520ST<sup>FM</sup>, 1040ST<sup>E</sup>, MEGA 2, MEGA 4, TT, Stacy, ABC286/30, PC4-X, SLM804, SC1224, SM124, Megafile 30, Megafile 60 and SX212 Modem and trak-ball are trademarks of Atari Corporation.

Other products are trademarks of their manufacturers.

10ATR47.BGR